Cycle tourism “Made in Germany” - Germany’s recipe for success

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German Cycling Embassy
About ADFC

- * 1979
- > 160,000 members
- HQ in Berlin
- 16 state associations
- 700 regional/local groups
The aim

„To make more people bike more often.“
The recipe for success

1. Market research/ Target group
Market research: ADFC bicycle travel analysis

The world’s largest long-standing survey on cycle tourism:
• examines the travel behaviour of German cycle tourists
• identifies trends in cycle tourism

Questions on
✓ the duration and type of the last cycling tour
✓ the most popular cycle routes and regions in Germany and abroad

The bicycle travel analysis is a representative survey.

Source: ADFC
Development of German cycle tourism

Cycle tourism, a holiday segment experiencing dynamic growth!

2014: 4 million
2015: 4.5 million
2016: 5.2 million

+30% increase in cycle tourists since 2014

2016:
150 million day trips by bike

Please indicate in the following overview how many cycling tours/trips you completed in 2016: cycling trips with at least three overnight stays (n = 1,087; online panel only)

Source: 2017 ADFC-Travelbike Bicycle Travel Analysis
Target group

Know your target group.

• Cycling trips with 4–7 overnight stays were most popular.
• Partner the most popular travel companion
• 88% of cycling trips organised entirely independently
• Internet as the #1 source of information before the cycling trip
• Signposting most important during cycling trip
• Cycle tourist’s motives: experience nature, do sport, health, relaxation etc.

Source: 2017 ADFC-Travelbike Bicycle Travel Analysis
Cycling tourists want …

• Ø 50-65 km per day
• tour comprising 4 to 6 stages
• Ø 9 holiday days of which 7 cycling days
• point to point tours with changing accommodation (74%)
• calm riding, nice breaks, good wine, cultural highlights
• good hotels, family owned, rural style
• interesting nature, cultural-heritage
• QUALITY!
The recipe for success

2. Marketable products
Long-distance cycle routes

- Beside scenic rivers
- Along former railway lines
- Through varied countryside
- Combined with interesting sights (museums, castles, churches)
Recipe of success

- Every long-distance cycle route is a marketable product and a brand.
- Every long-distance cycle route has a dense network of hotels, restaurants and sights (POIs at least every 30 km).
- Every long-distance cycle route is developed and managed by an “operator”.
The recipe for success

3. Route operator
A successful cycle route needs someone who takes care of all important processes.
The route operator...

is responsible for:

- developing the route
- building and maintaining infrastructure
- mediating between main POIs
- safeguarding quality
- marketing
- ... and economic success

A route operator is not the same as a tour operator selling packages!

Source: ADFC
The recipe for success

4. „Dramatization“ – product development
- listening experience via smartphone
- Put landscape in the limelight
The recipe for success

5. Corresponding services
Criteria for bett+bike businesses

✓ cyclists welcome
✓ stay for one night
✓ secure bicycle storage
✓ drying facilities for clothes and equipment
✓ tools for minor repairs
✓ information on local destinations
✓ A hearty cyclists’ breakfast
Bett+Bike hosts

1995–2017: increase from 216 to 5,800 cyclist-friendly hosts in Germany
Also in Belgium (40), Denmark (100), Luxembourg (85), Austria (270)
9 regional managers, 120 inspectors

Website relaunch
App
The recipe for success

6. Reliable quality
ADFC assessment system

The cycle route is divided into 50 km units

Criteria:
✓ comfortable, navigable surface
✓ signposting
✓ routing
✓ traffic safety
✓ tourist infrastructure
✓ public transport links
✓ marketing

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Source: ADFC
The recipe for success

7. Communication
Professional service for the media
Crossmarketing: cycle routes for breakfast

Nestlé Cereals with different routes and route-information
The recipe for success

8. Trends
E-Bike assistance (EPAC)

- E-Bike: pedal assistance up to 25kph
- 15% of sold bikes in Germany are E-Bikes
- 3 mio E-bikes sold (605.000 in 2016)
- up to 80% bought due to cycling holidays/trips
- keeps (elder) couples on bikes!
- but also interesting for families, travel groups…

Source: ADFC
Recipe for success

- addressing middle class
- marketable products
- route operator
- „Dramatization“
- dense network of services
- reliable quality
- communication
- be aware of trends
Thank you for your attention!

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